

PHILIP MORRIS USA

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TO: Distribution

DATE: January 4, 1994

FROM: Marian Wood

SUBJECT: AMERICAN SPIRIT & GUNSMOKE

Through various sources, such as store checks and focus groups, we've heard comments about American Spirit. More recently we've heard that Gunsmoke is performing well in the west where it is being test marketed. In order to monitor the awareness and popularity of these brand among smokers we began asking about them in appropriate qualitative and quantitative research.

The attached is the second report summarizing our findings on these brands. These findings were obtained in focus groups that were held December 14-15th in Denver among 18-34 year old males and females.

Marian

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